

## Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

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P R 241021Z JAN 74

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 1346

INFO AMEMBASSY BONN

AMCONSUL DUSSELDORF

AMEMBASSY PARIS

UNCLAS VIENNA 0620

PARIS FOR GARRETT

EO 11652: NA

TAGS: BGEN, AU, FR, GW

SUBJECT: INVEST-IN-U.S. CONFERENCES

REF: A)STATE 3648 (NOTAL); B) PARIS 723

1. SUMMARY. EMBASSY HAS DISCUSSED WITH AMCHAM OFFICIALS SUBJECT OF POSSIBLE MAY 1974 INVEST-IN-U.S. SEMINAR IN VIENNA. OPINION HERE IS THAT A SPRING CONFERENCE WOULD TOO CLOSELY FOLLOW MINI-CONFERENCE HELD HERE LAST OCTOBER. ALSO, VIENNA HOTEL SITUATION DIFFICULT IN MAY. HOWEVER, EMBOFFS AND AMCHAM OFFICIALS WOULD BE PLEASE MEET FEB 12 OR 13 WITH CAWTHORNE AND GARRETT FOR DISCUSSIONS OF FEASIBLE VENUES AND DATES. END SUMMARY.

2. IN REPLY TO LETTER TO EDGAR TOMICICH, EXECUTIVE SECRETARY, AMCHAM VIENNA, FROM JACK CAWTHORNE SUGGESTING INVEST-IN-U.S. SEMINAR IN VIENNA APRIL 30-MAY 1, 1974 AND STATING A SIMILAR MEETING IS SET FOR MAY 7-8 IN DUSSELDORF, EOMICICH REPLIED BY TELEGRAM OF JANUARY 14 THAT SUGGESTED VIENNA DATES CONFLICT WITH COUNCIL OF EUROPEAN AMCHAMS MEETING END OF APRIL IN WASHINGTON AND MAY 1 AUSTRIAN BANK HOLIDAY. TOMICICH STATED THAT END OF MAY DATE PREFERRED BUT THEN ADDED, "PLEASE ENVISAGE AMALGAMATION OF VIENNA MEETING WITH PROJECTED DUSSELDORF EVEN." TOMICICH HAS NOT YET RECEIVED REPLY FROM CAWTHORNE.

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3. WE HAVE FOLLOWING OBSERVATIONS ABOUT PROPOSED VIENNA CON-

REFERENCE:

A. WE BELIEVE IT TOO SOON TO STAGE ANOTHER INVEST-IN-U.S. CONFERENCE IN MAY FOLLOWING THE MINI-CONFERENCE HELD HERE IN OCT 1973. PRESUMABLY ALL OF THE FIRMS IN THE IMMEDIATE VIENNA AREA INTERESTED IN INVESTMENT IN THE U.S. WERE REPRESENTED AT THE MINI-CONFERENCE. ELEMER BALOGH, PRESIDENT AMCHAM, ALSO CONSIDERS A MAY CONFERENCE HERE PREMATURE. IN HIS TELEGRAM TO CAWTHORNE, APPEARED BE POLITELY SUGGESTING SAME THING.

B. HOTEL SPACE WILL BE EXTREMELY TIGHT DURING MAY IN VIENNA, AND REPRESENTATIVES OF STATE ORGANIZATIONS AND OUT-OF-TOWN ATTENDEES MAY HAVE DIFFICULTY OBTAINING SUITABLE RESERVATIONS.

C. TOMICICH SAID THAT AMCHAM COULD NOT CHARGE A REGISTRATION FEE HERE. RATHER, HE WOULD SEEK NECESSARY FINANCING FROM AUSTRIAN BANKING COMMUNITY.

D. CAWTHORNE MAY WISH, AS ALTERNATIVE, CONSIDER WITH AMCHAM AUSTRIA, A CONFERENCE IN SALZBURG OR INNSBRUCK WHERE HOTELS MAY BE LESS CROWDED IN MAY. A CONFERENCE IN ONE OF THESE CITIES WOULD HAVE ADDED ADVANTAGE OF BEING CLOSER TO POTENTIAL ATTENDEES FROM NORTHERN ITALY AND GERMANY.

4. WITH REFERENCE TO PARA 5, REFTEL A, WE SEE PROBLEMS IN COMBINING AN INVEST-IN-U.S. CONFERENCE WITH GENERAL EXPORT PROMOTION BY REPS OF STATE DEVELOPMENT AGENCIES AIMED AT EAST EUROPEAN MARKETS. EAST-WEST TRADERS AND REPS OF EASTERN EUROPE PURCHASING AGENCIES HAVE NO INTEREST IN INVESTMENT IN U.S. AND THUS WOULD FIND BULK OF CONFERENCE OF NO DIRECT BENEFIT TO THEM. ALSO IT MAY BE DIFFICULT HAVE SEPARATE SEMINAR FEATURING GENERAL EXPORT PRESENTATIONS BY STATE REPS. EAST-WEST TRADERS AND EASTERN PURCHASING AGENTS ARE MORE INTERESTED IN DISCUSSING SPECIFIC PRODUCTS WITH INDIVIDUAL COMPANY REPS.

5. EMBASSY, OF COURSE, WISHES PROVIDE AS MUCH ASSISTANCE TO AMCHAM AS ITS LIMITED RESOURCES PERMIT, AND EMBASSY WOULD BE GLAD MEET WITH CAWTHORNE, GARRETT AND AMCHAM OFFICIALS ON EITHER FEB 12 OR 13. TOMICICH INFORMS EMBASSY EITHER DAY IS UNCLASSIFIED

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 JAN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Line Count:** 108  
**Locator:** TEXT ON-LINE  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** A)STATE 3648 (NOTAL); B) PARIS 723  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 FEB 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 FEB 2002 by chappeld>; APPROVED <10 APR 2002 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** INVEST-IN-U.S. CONFERENCES  
**TAGS:** BGEN, AU, FR, GE  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005